



WEWS

ORDER

Flight Dates **09/06/12-09/10/12**

Contract / Revision **310101 /** **OH US SEN JOSH MANDEL 9.6-9.11**

Original Date / Revision
09/05/12 09/05/12 Agency Com 15%
Billing Contact

Advertiser **Mandel/ Republican/ U.S. Se**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact

3946 North Hampton Drive
Powell, OH 43065

Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:30:00

Estimate # **2657**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 5850

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	8	\$4,972.50	\$5,850.00	0.00	08/27/12	09/10/12	8	\$4,972.50	\$5,850.00
Totals	8	\$4,972.50	\$5,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/06/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	---T---	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/06/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M--TF--	:15/:15	1	\$300.00	P-3	0.00	BK	2	\$600.00



WEWS

Print Date: 09/05/12

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Contract / Revision **310101** Flight Dates **09/06/12-09/10/12** Hiatus Dates
Original Date / Revision 09/05/12/ 09/05/12 Order Sep 00:30:00
Advertiser **Mandel/ Republican/ U.S. S** Product **OH US SEN JOSH MANDEL** Estimate # **2657**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 2	WEWS	09/06/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M- -TF- -	:15/:15	1	\$300.00	P-3	0.00	BK	2	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		1			\$300.00			0.00				
	Week:	09/10/12	09/16/12	M-----		1			\$300.00			0.00				
N 3	WEWS	09/07/12	09/07/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	----F--	:15/:15	1	\$400.00	P-3	0.00	BK	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		1			\$400.00			0.00				
N 4	WEWS	09/06/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	---T---	:15/:15	1	\$2,400.00	P-1	0.00	BK	1	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	---T---		1			\$2,400.00			0.00				
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00				
N 5	WEWS	09/06/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	----F-S	:15/:15	2	\$650.00	P-3	0.00	BK	2	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F-S		2			\$650.00			0.00				
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00				
N 6	WEWS	09/07/12	09/07/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	----F--	:15/:15	1	\$300.00	P-3	0.00	BK	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		1			\$300.00			0.00				
														Totals	8	\$5,850.00